

You guys can take \$100K today... but ONLY
MVA at \$1600 – NO CL

I want as much as you can give us – from WI, IL
and IA.

A few quick questions:

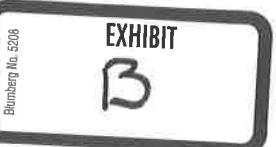
1. What volume can we expect and how soon
can we get this going?
2. Do you think you can get me 150-200
MVA leads by 03/01?
3. Can you tell me how many other attorneys
are getting leads in these state?

Jill Wellskopf
Director, Marketing
Hupy and Abraham s.c.
(414) 223-4800
111 E Kilbourn Avenue, Suite 1100
Milwaukee, WI 53202

From: Mike Walker
<mike@quintessamarketing.com>
Sent: Monday, February 1, 2021 3:43 PM
To: Jill Wellskopf <JWellskopf@hupy.com>
Cc: Lauren Mingee
<lauren@quintessamarketing.com>
Subject: Re: FW: Email not working

Those IT people!....

Glad to hear you want more! What kind of
monthly budget are you looking at? These are
some big states and we feel 150 - 200 is not out of
the question in leads. Would you want to fund 50K
today and we start turning the valve?



Thank you,

Mike Walker

Quintessa Marketing

On Mon, Feb 1, 2021 at 2:25 PM Jill Wellskopf
<JWellskopf@hupy.com> wrote:

Mike-

The email is actually referral@hupy.com NOT
referrals@hupy.com. Our Operations gave me
the wrong email address. B

ut then, out IT dept. added THE “referrals” email
as a redirect, so we HAVE been getting them.

I suspect, if you change this email you will stop
getting the error messages.

I am so sorry.

ALSO-

I discussed the campaign with our owners this
morning.

We want you to fully turn on the hose – give us
all MVA you can - in all 3 states.

I am cleared to release a much larger budget.